

**Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Meeting Agenda
November 29, 2023, at 2:30 PM
Hybrid Meeting**

Meeting ID: 851 1038 3313

Passcode: 444259

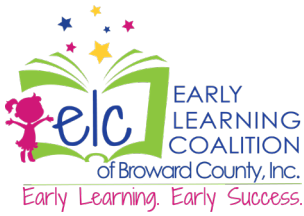
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Members are reminded of conflict-of-interest provisions. In declaring a conflict, please refrain from voting or discussing and declare the following information: 1) Your name and position on the Board, 2) The nature of the conflict, and 3) Who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.

		PAGE
1.	Call to Order	Michael Asseff, Co-Chair Ad Hoc Fundraising
2.	Roll Call	Melody Martinez, Board Liaison
3.	Consent Agenda 1. Approve August 30, 2023, meeting minutes.	2 Michael Asseff, Co-Chair Ad Hoc Fundraising
4.	Regular Business 1. FUND242RB1- Fundraising Strategies	5 Michael Asseff, Co-Chair Ad Hoc Fundraising Renee Jaffe, CEO
5.	Unfinished Business New Business Matters from the Chair Matters from the Committee Public Comment	
6.	Next ELC Ad Hoc Fundraising Meeting: <u>Feb. 12, 2024, at 12 PM</u>	
7.	Adjourn	

Please Note: Agenda is subject to revisions and additions at the discretion of the Chair of the Coalition. Notification will be sent of any such revisions or additions. **Members of the Public:** Please sign up at the entry desk for public comments to be made on any particular agenda items no later than five minutes after the Coalition meeting has been called to order.

“As per [§286.0105, Fla. Stat.](#) Any person who decides to appeal any decision of the Board with respect to any matter considered at this meeting will need a record of the proceedings and for such purpose, may need to ensure that a verbatim record of the proceedings is made which record includes testimony and evidence upon which the appeal is to be based.”



Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Committee Meeting Minutes
August 30, 2023, at 12:30 PM
Hybrid Meeting

Members in Attendance	Chair, Kristina West; Michael Asseff, Co-Chair; Kirk Englehardt; Zachary Talbot (joined at 12:54 PM);
Members Absent	Dr. Amoy Reid
Staff in Attendance	Renee Jaffe, CEO; Christine Klima, CAO; Judith Merritt, COO; Howard Bakalar, CPO; Hubert Cesar, CIO; Melody Martinez, Board Liaison; Lizbeth DelVecchio, Executive Assistant & Special Projects Coordinator, Ancel Prat III, Sr Director Communications
Others in Attendance	Julie Winburn

Item	Action/Discussion
Welcome & Call to Order	Co-Chair Michael Asseff called the meeting to order at 12:34 PM. The roll was called, and a quorum was established.
Consent Agenda 1. Approve April 10, 2023, meeting minutes	There was a Motion to approve the Consent Agenda by Kristina West and Seconded by Kirk Englehardt. Unanimously approved. Motion Passes.

DRAFT

Regular Committee	
<p>1. FUND241RB1- Fundraising Strategies</p>	<p>Renee shared that we've been busy planning our first ever fundraising event at the Small Wine Shop in Ft. Lauderdale. The cost is about \$1700 dollars. We were able to get two sponsors for the event. Our legal counsel Goren, Cherrof, Ezrol, & Doody donated \$1,000, and we collected the remaining \$750 from State Farm. This is meant to be a small-scale event for potential new donors, sponsors, and "friends" of the ELC with the hope of planning a larger fundraising event down the road.</p> <p>Renee shared that we are currently developing a new Donations landing page on our website. Some minor changes were already made but it is still not the final product. We had a minor setback because the company that was going to design our landing page wanted to charge us a merchant fee but since we have an existing merchant relationship, we decided to go another route and re-design the original page.</p> <p>Renee requested the committee spread the word about the fundraiser on September 11th, 2023 at our next board meeting, when the co-chairs report out to garner support for this event. We ask that the Co-Chair encourage every board member to bring two people to the event.</p>
<p>Door Prize Discussion</p>	<p>Renee shared that Kristina West at PNC donated a door prize of a lounge box at a Miami Heat game, which includes six tickets. After much discussion, the committee agreed we should not sue this valuable gift at the small upcoming event. The committee thought giving away a wine basket would make a good door prize while we find a better way to use the lounge box. Kristina shared that if we don't use the lounge box for this event, then her offer was still good for a later date.</p>
<p>Event Timeline:</p>	<p>CEO Renee Jaffe shared that Fundraising Chair Kristina West is resigning from the Board due to time constraints and her workload at PNC. It was also shared that Kristina is considering applying for an Honorary Board Member.</p>
<p>Event Invitation:</p>	<p>A discussion was had regarding the format and messaging of the event. Renee shared her hopes that this event be more intimate and less formal, and the committee agreed.</p>
<p>Board Sponsorship Form</p>	<p>Renee shared that over this past year, we have had to rely on Board member donations to fund Meet & Greet, Lunch & Learns, and other initiatives, and she shared how appreciative she was for those dollars. While board members can offer to donate funds at any given time, we have created an annual campaign document (given out to board members at the beginning of the fiscal year) for board members to donate to the ELC.</p>
<p>Next Steps</p>	<p>Renee shared that Ancel is working on an external sponsorship form.</p> <p>The committee agreed to the following next steps:</p> <ul style="list-style-type: none"> • Create a brief video presentation for the fundraiser • Create an event timeline for the fundraiser • Create an ongoing contact list of potential donors in the community • Finalize Fundraising Event Invitation • Finalize Board Member Sponsorship Form

Unfinished Business	None
New Business	None
Matters from the Chair	None
Public Comments	There was no discussion.
Next Meeting	<u>September 11, 2023, at 11:30 AM</u>
Adjourn	The meeting adjourned at 1:16 PM

These minutes contain the action items of the Board meeting of the Early Learning Coalition of Broward. They do not include all of the Committee's discussions or comments on each matter or issue raised during the meeting. A tape recording of the meeting is held in the Coalition office. Corrections from the Committee will be taken before approval at the next meeting.

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ITEM #/MEETING:	FUND242RB1 / AD HOC FUNDRAISING COMMITTEE
MEETING DATE:	November 29, 2023
SUBJECT:	Fundraising Strategies
FOR ACTION:	YES
RECOMMENDED ACTION:	Review items with the Board
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	Board
ELC STAFF LEAD	R. Jaffe

Background

In FY22/23, the ELC Broward launched the ad hoc fundraising committee and met several times to develop the role of the committee/committee members, develop fundraising parameters and goals, and provide feedback related to plans for the ELC’s first-ever fundraising event. The committee and ELC staff developed a development plan for fundraising efforts and provided input throughout the planning process for ELC’s fundraising efforts.

Additionally, the committee worked collaboratively with the Nominating and Governance Committees to create a new Honorary Board membership option, approved by the Board at the April 20th meeting with finalized (Honorary Board membership) bylaw language and an application (and nomination process) approved at the June Board meeting.

In March 2023, PNC Bank generously donated \$5,000 in seed money to fund ELC’s initial fundraising efforts. Utilizing this seed money, ELC staff began planning for the organization’s first “Meet and Greet” fundraising event, which took place on October 5th. The event’s goal was to attract new community partners and/or new potential “friends” and/or donors of the ELC. The event, which proved to be successful, was held at a local wine shop in downtown Fort Lauderdale, where attendees sampled wine and cheese and learned more about the ELC and opportunities to get involved.

Current Status

At the November 29, 2023, Ad Hoc (AH) Fundraising committee meeting, ELC staff will share the following:

- Feedback/Lessons learned from the 10/05/23 Wine and Cheese event
- Fundraising/Friend-raising Updates

Additional topics to be discussed with the committee include:

- Fine-tuning the role of AH Fundraising committee members and board members
- Fine-tuning the role of Honorary Board Members
- Goals/Ideas for Fundraising Event #2

Recommendations

Review items discussed/agreed upon with the full Board.